

## **In the Claims:**

Please cancel claims 1 to 12 without prejudice and add the following new claims 13 to 29:

Claims 1 to 12.(canceled)

13.(new) A cosmetic composition for cosmetically treating parts of a human or animal body, said parts comprising keratin-containing material, wherein said cosmetic composition comprises

at least one cosmetically active compound, wherein said at least one cosmetically active compound comprises at least one organic cosmetic effector molecule and at least one peptidic linker covalently linked or bonded to said at least one organic cosmetic effector molecule, said at least one peptidic linker having binding specificity for said keratin-containing material or being able to act as a binding agent for binding to said keratin-containing material; and

at least one cosmetic auxiliary ingredient selected from the group consisting of thickeners, vitamins, provitamins, antigrease agents, antioxidants, preservatives, perfumes and UV light-absorbing inorganic pigments;

wherein said at least one organic cosmetic effector molecule has dyeing properties, cosmetic care-imparting properties, conditioning properties, protective properties, hardening properties, softening properties, repairing properties and/or reconstituting properties.

14.(new) The cosmetic composition as defined in claim 13, wherein said at least one peptidic linker binds preferentially to damaged areas of hair of the animal or human body.

15.(new) The cosmetic composition as defined in claim 13, wherein said at least one peptidic linker is a peptide with a chain length of from 2 to 30 amino acids.

16.(new) The cosmetic composition as defined in claim 15, wherein said chain length is from 3 to 12 of said amino acids.

17.(new) The cosmetic composition as defined in claim 13, wherein said at least one organic cosmetic effector molecule is selected from the group consisting of hair dyes, hair conditioners, combability improvers, surfactants, amidoamines, betaines, betaine esters, ester quats, silicone polyols, fatty alcohols, chitosan, humectants, springiness improvers, sugars and UV filters.

18.(new) The cosmetic composition as defined in claim 13, wherein said at least one organic cosmetic effector molecule is at least one direct dye for dyeing hair and said at least one direct dye is selected from the group consisting of nitro dyes, azo dyes, quinine dyes, triphenylmethane dyes, acid dyes and basic dyes.

19.(new) The cosmetic composition as defined in claim 13, wherein said at least one cosmetically active compound comprises different organic cosmetic effector molecules covalently bound to a single peptidic linker molecule.

20.(new) The cosmetic composition as defined in claim 13, wherein said at least one cosmetically active compound comprises respective different peptidic linkers having different binding strengths for said keratin-containing material and corresponding different organic cosmetic effector molecules covalently bound to said respective different peptidic linkers.

21.(new) The cosmetic composition as defined in claim 13, wherein said at least one cosmetically active compound comprises different peptidic linkers and said different peptidic linkers have different binding strengths for said keratin-containing material and different binding sites on said keratin-containing material.

22.(new) A method of performing a cosmetic treatment of parts of a human or animal body, said parts comprising keratin-containing material, wherein said method comprises the steps of:

a) providing at least one cosmetically active compound, wherein said at least one cosmetically active compound comprises at least one organic cosmetic effector molecule and at least one peptidic linker covalently linked or bonded to said at least one organic cosmetic effector molecule, said at least one peptidic linker having binding specificity for said keratin-containing material; and

b) applying the at least one cosmetically active compound formed in step a) to said parts of said human or animal body that contain said keratin-containing material so as to perform said cosmetic treatment;

wherein said at least one organic cosmetic effector molecule has dyeing properties, care-imparting properties, conditioning properties, protective properties, hardening properties, softening properties, repairing properties and/or strengthening properties for said keratin-containing material.

23.(new) The method as defined in claim 22, wherein said parts of said human or animal body consist of hair.

24.(new) The method as defined in claim 23, wherein said at least one peptidic linker binds preferentially to damaged areas of said hair of the animal or human body.

25.(new) The method as defined in claim 23, wherein said at least one organic cosmetic effector molecule is at least one hair dye.

26.(new) The method as defined in claim 25, wherein said at least one hair dye is a direct dye and said direct dye is selected from the group consisting of nitro dyes, azo dyes, quinine dyes, triphenylmethane dyes, acid dyes and basic dyes.

27.(new) The method as defined in claim 22, wherein each of said at least one

peptidic linker is a peptide with a chain length of from 2 to 30 amino acids.

28.(new) The method as defined in claim 22, wherein said at least one organic cosmetic effector molecule is selected from the group consisting of dyes, hair conditioners, combability improvers, surfactants, amidoamines, betaines, betaine esters, ester quats, silicone polyols, fatty alcohols, chitosan, humectants, springiness improvers, sugars and UV filters.

29.(new) The method as defined in claim 22, further comprising applying a cosmetic composition containing said at least one cosmetically active compound to said parts of said human or animal body, and wherein said cosmetic composition also includes at least one cosmetic auxiliary ingredient selected from the group consisting of thickeners, vitamins, provitamins, anti-grease agents, antioxidants, preservatives, perfumes and UV-light absorbing inorganic pigments.